

House Resolution No. 4225

Whereas, it is with special pleasure that the members of the Missouri House of Representatives pause to recognize KFVS-TV in Cape Girardeau, Missouri, which is celebrating its Fiftieth Anniversary in October 2004; and

Whereas, the KFVS call letters have been part of the fabric of America's Heartland since Oscar Hirsch, one of America's true broadcast pioneers, founded KFVS radio in 1925; and

Whereas, on October 3, 1954, KFVS-TV signed on the air and the recreational and leisure habits of people in the Cape Girardeau area were forever changed; and

Whereas, Oscar Hirsch finished construction on a 2,000 foot tower, which at the time held distinction as the world's tallest man-made structure, in 1961, and moved KFVS-TV from the current KZIM Radio studio to its present location at 310 Broadway in 1966; and

Whereas, KFVS-TV was sold to the AFLAC Broadcast Division in 1979, following which the station earned numerous industry awards including the CBS Service to Community Award, the Missouri State Teachers Association Media Award, and the IRIS and Griffin awards; and

Whereas, through the years and ownership changes, KFVS-TV has consistently stood for quality broadcasting at the local level, providing the best local news and weather coverage and quality entertainment available; and

Whereas, KFVS-TV has been an integral part of life in the "Heartland" for fifty years and looks forward to many more years of unparalleled service in the Cape Girardeau area:

Now, therefore, be it resolved that we, the members of the Missouri House of Representatives, Ninety-second General Assembly, unanimously join in extending our most hearty congratulations to KFVS-TV upon this very special anniversary event; and

Be it further resolved that the Chief Clerk of the Missouri House of Representatives be instructed to prepare a properly inscribed copy of this resolution for KFVS-TV in Cape Girardeau, Missouri.

Offered by _____
Representative Jason G. Crowell
Majority Floor Leader
District No. 158

I, Catherine L. Hanaway, Speaker of the House of Representatives, Ninety-second General Assembly, Second Regular Session, do certify that the above is a true and correct copy of House Resolution No. 4225, adopted October 6, 2004.

Catherine L. Hanaway, Speaker